



COLCHESTER UNITED

MATCHDAY OPPORTUNITIES

HOSPITALITY | SPONSORSHIP | ADVERTISING

More than just a football club



It's not just about football at the JobServe Community Stadium.

The stadium is an ideal venue for your conference, exhibition, meeting, training day, seminar or networking event. The flexible space works to suit any event.

Easy access from the A12, free parking for over 600 cars and free wi-fi means that there are no hidden costs and, with a professional team on hand to organise and deliver your event, you can relax safe in the knowledge that we will meet your needs on matchdays and every day of the year.



STADIUM ATTENDANCE FIGURES

CONFERENCES & MEETINGS



COMMUNITY EVENTS



SOCIAL EVENTS



5-A-SIDE PITCHES AT THE WHCS



HOT SHOTS CAFE



FOOTBALL ATTENDANCES



WHCS TOTAL FOOTFALL



Hospitality

* Hospitality prices inclusive of VAT



MATCH SPONSORSHIP

The perfect opportunity to raise your company profile and become a significant partner on a matchday.

As a matchday sponsor, you are guaranteed great exposure for your business through our matchday programme, jumbo screen and PA, along with first class hospitality for you and your guests.

- Bucks Fizz on arrival to your exclusive executive suite
- 3 course meal served with wine in your suite
- Half-Time refreshments
- Full page advert in the match programme
- Logo on the front of the programme
- Logo on the teamsheet and jumbo screen
- Gifts for your guests
- Gift for the host
- Post match presentations with your chosen Man of the Match

£1200 for 10 guests
Additional guests £120 per person



MATCHBALL SPONSORSHIP

- Bucks Fizz on arrival to your table
- 3 course meal
- Half-Time refreshments
- Logo on the front of the programme
- Logo on the teamsheet and jumbo screen
- Gifts for your guests
- Signed ball presented to you post match by the Man of the Match

£360 for four guests
Additional guests £90 per person

Hospitality

* Hospitality prices inclusive of VAT



PROGRAMME SPONSORSHIP

- Bucks Fizz on arrival to your table
- 3 course meal
- Half-Time refreshments
- Logo on the front of the programme
- Logo on the teamsheet and jumbo screen
- Gifts for your guests
- Framed, signed programme presented to you post match by the Man of the Match

£360 for four guests
Additional guests £90 per person

EXECUTIVE SUITES

Enjoy the game from the comfort of an executive suite for 10 – 20 guests and let us tailor your package to include a 2 or 3 course meal, buffet, pie & wedges or choose to order from our match day menu – enjoy the hospitality experience, your way.

Box only £450
Box with Pie & Wedges - £555
Box with Buffet - £675
Box with 2-course meal - £825

Seasonal from £7950

CENTENNIAL HOSPITALITY

3 course meal
Tea and coffee at half time
Seats in W5
Matchday programme
Teamsheets

Match to Match: £60 per person

Seasonal: £1107 per person

LAYER BAR

Matchday Programme
Tea and coffee at half-time
Teamsheets
Seats in W4
Option to purchase food from our matchday bar

Match to Match: £31.50 per person

Seasonal: £615 per person

Sponsorship & Advertising



PERIMETER ADVERTISING

Crowd Facing
from £450+VAT per season

Televised
from £2500+VAT per season

Non-Televised
from £800+VAT per season



CONCOURSE ADVERTISING

Framed A1 posters in the concourses around the stadium.

2 poster sites
£500+VAT per season

6 poster sites
£1250+VAT per season



WASHROOM ADVERTISING

Framed A3 posters in various washrooms around the stadium.

12 poster sites
£1500+VAT per season

24 poster sites
£2500+VAT per season



MESH SEAT COVERS ADVERTISING

Large 11m x 6m advertising opportunity for your company logo or advert to cover a large section of seats in the stadium.

£3000+VAT per season

Sponsorship & Advertising



PROGRAMME ADVERTISING

Advertising in our programme is a great way to reach both a consumer and business audience. The matchday programme is given to every attending supporter.

Full page advert	Seasonal £2500+VAT	Match to Match £195+VAT
Half page advert	Seasonal £1500+VAT	Match to Match £130+VAT
Quarter page advert	Seasonal £1000+VAT	Match to Match £80+VAT

PLAYER KIT SPONSORSHIP

Sponsor a player's shirt and see your name/company name in every matchday programme, receive two match tickets to a league game of your choice, a shirt signed by your sponsored player and an invitation to watch the players train at our training ground.

Home or Away Shirt - £310+VAT per season

Home & Away Shirt - £520+VAT per season



FIXTURE CARD SPONSORSHIP

Advert on the reverse of the 12,000 fixture cards produced and distributed.

£1200+VAT per season

THE US BIG PRIZE DRAW!

WIN!

£1 ENTRY

At least 3 fantastic prizes to be won
Including CASH First prize!

CLAIM YOUR PRIZE AT RECEPTION!

MATCHDAY PRIZE DRAW SPONSOR

Advert or voucher on the reverse of 20,000 tickets sold as part of our matchday draw, plus super draws at the annual open day and throughout the season.

£1200+VAT per season

Sponsorship & Advertising



BALL BOYS & GIRLS SPONSORSHIP

- Branding to feature on the bibs of approximately 10 ball boys and girls
- Acknowledgement on the screen pre-match, at half-time and post-match
- Acknowledgement on the official teamsheet

£1500+VAT per season



MATCHBALL DISPLAY TOWER SPONSORSHIP

- Prime position on the pitch up to kick-off for every home match
- Houses the official matchball ready for the referee as the teams enter the field of play
- Prominent position for TV cameras
- Jumbo screen advert

£2000+VAT per season



SUBSTITUTE SPONSOR

- Acknowledgement on the screen **EVERY** time a substitution is made.
- Logo on the screen pre-match, at half-time and full-time

£2500+VAT per season



CORNER SPONSOR

- Your advert will appear on the jumbo screen **EVERY** time a corner is taken
- ¼ page advert in the matchday programme

£2500+VAT per season

Sponsorship & Advertising

FAMILY AREA SPONSORSHIP

- 2x boards facing the crowd in the family area of the JobServe Stand – **Family Area sponsored by:**
- 1/2 page advert in each matchday programme
- 2x A0 poster sites in the JobServe Stand promoting Family Area sponsorship

£3000+VAT per season



Academy Sponsorship



ACADEMY PHILOSOPHY:

To produce technically proficient players who progress through the development phases into professional football with Colchester United.

To create a stimulating and challenging environment to ensure that players can take responsibility and become confident in making decisions in pressured situations within the technical, tactical, physical, social and psychological areas of their football development.

Combined with the desire to learn and improve at every opportunity and the hunger to be successful, the aim is to meet the football club's objective of at least 50% of the first team squad having graduated from the academy programme.

With a strategic recruitment policy in place to identify players to embrace our youth philosophy, followed up with increased contact time with passionate, qualified coaching staff, the philosophy and objectives will be sustainable for the long-term development of the players and the football club.

The Academy teams are split into age groups. Sponsorship on the front of the shirts for each age group is available:

U18s	£3000+VAT
U15s & U16s	£2000+VAT
U13s & U14s	£2000+VAT
U11s & U12s	£1750+VAT
U9s & U10s	£1250+VAT

Sponsorship will include:

- Logo on the front of the sponsored team's playing shirts
- Logo on the academy pages in the matchday programme

Football in the Community Sponsor



The Colchester United Football in the Community team are coaching thousands of children seven days a week, covering Colchester and North Essex.

Having been formed in 2013, Colchester United FITC now provide high quality coaching in over 65 schools and the past twelve months has seen us diversify into other programmes outside of the schools' environment.

We continue to offer a wide range of programmes and community engagement from our base at the Shrub End Community & Sports Centre and it is a thriving hub for the town, ensuring the club's good work is backed up by some fantastic community provision.

Our 3G pitch provides a top quality facility for teams from across the local area, including our Development Centres, which continue to feed players into the club's increasingly successful Academy programme.

Colchester United FITC now deliver sport to 7,500 people each week with over 405 hours of provision through four main strands: Sports Participation, Education, Health and Inclusion.



OVERALL SPONSOR

- Logo on all Football in the Community coaches training kit – approximately 20 coaches
- West Stand Perimeter Board at the JobServe Community Stadium
- Perimeter board on each of the two 5-a-side pitches at the JobServe Community Stadium
- Logo on the Football in the Community pages in every matchday programme
- 60x U14s match tickets to distribute to a school or club of your choice – PR can be arranged by CUFC
- Press launch to announce sponsorship

£5995+VAT per Season

ASSOCIATE SPONSORS:

- Perimeter board on one of the 5-a-side pitches at the JobServe Community Stadium
- Logo on the Football in the Community pages in every matchday programme
- 20x U14s match tickets to distribute to a school or club of your choice – PR can be arranged by CUFC

£1000+VAT per season

Sponsorship & Advertising



STAND SPONSORSHIP

- Full stand re-brand and re-name
- Run of advertising boards across the stand
- 1x TV main touchline perimeter board
- Logo on club partners section of the official club website

From £16,000+VAT per season
(minimum two season commitment)



U23s SHIRT SPONSOR

- Company logo on the front of the U23s team shirts
- Company logo on the U23s teamsheets
- Company logo and U23s sponsor acknowledgement on the team sheets for first team games
- ½ page advert in the first team matchday programme
- Logo on the club partners section of the official club website
- Match Sponsorship at an U23s game of your choice (up to 20 guests) **OR** Match Sponsorship at a first team game of your choice (up to 10 guests)

£6,000+VAT per season



SHORTS SPONSOR

- Company logo on the first team playing shorts – home and away
- Company logo and short sponsor acknowledgement on the teamsheets
- ¼ page advert in every matchday programme
- Logo on the club partners section of the official club website
- Match Sponsorship at a game of your choice (for up to 10 guests)

£8,000+VAT per season



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